



✉ elghanane@gmail.com

☎ +971 55 877 1028

📍 Dubai, UAE

🌐 LinkedIn | [Hanane](#)

## EDUCATION

**MSc in Business Administration and E-Business** | Copenhagen Business School | 2024

**Global Business Engineering Degree** | DTU, The Technical University of Denmark | 2016

## PROFESSIONAL COURSES

**Sustainable Investing, 2024** | Harvard Business School

**Economic Diplomacy Academy, 2024** | Ministry of Foreign Affairs of Denmark

**ESG & Geopolitical Advisory, 2024** | Ministry of Foreign Affairs of Denmark

**Communication - Presenting with Impact, 2020** | Harvard Business School

**PMP Course, 2020 (by Implement Consulting)** | Ministry of Foreign Affairs of Denmark

**Diplomacy - Work for Denmark, 2018** | Ministry of Foreign Affairs of Denmark

**III Codex (course for Academic Ministry Employees), 2023** | Ministry of Foreign Affairs of Denmark

**Organizational Communication and Reputation Management, 2013** | Copenhagen Business School

**Creative Problem Solving in Business, 2013** | Copenhagen Business School

**Psychology in Decision Making, 2022** | Copenhagen Business School

**Conflict Management Course** | DGI Byen Copenhagen

**Coach Course I-II** | DGI Byen Copenhagen

# HANANE EL GHIUANE

BUSINESS DIGITIZATION | SUSTAINABLE DEVELOPMENT | TECHNOLOGICAL INNOVATION | PROJECT MANAGEMENT | PUBLIC AFFAIRS

## PROFESSIONAL SUMMARY

**Highly knowledgeable and strategic professional** with an MSc in Business Administration and Digital Business and the ability to support implementation of IT tools, processes, products, and emerging platforms to drive business digitization and operational modernization. Impressive history of driving sales of green exports and coordinating diplomatic engagements and trade connections with mutual exchange of knowledge, innovation and best practices in various fields. Expert in leveraging a unique blend of expertise in strategy development, culture, and engineering concepts acquired from Bachelor of Engineering (BEng) in Global Business Engineering to lead initiatives and promotion of innovation.

## KEY AREAS OF IMPACT

- **Diplomatic Relations on Projects:** Spearheaded diplomatic engagements and trade connections between Denmark and UAE with mutual exchange of knowledge, innovation and best practices in various fields.
- **Sustainable Development:** Led national discussions on achieving net zero in the built environment post-COP28, focusing on policy formulation. Possess the ability to lead adoption of sustainability and innovation practices and procedures into regional projects.
  - **Organized seminars and webinars on Net Zero Carbon Buildings:** Zooming in on Embodied Carbon and Green HVAC Technologies from Denmark."
- **Technology Innovation:** Contributed to development of a program that focused on innovative processes and Nordic and local holistic thinking and practices, featuring solution sessions from Denmark on sustainability and technology.
- **Strategic Engagements:** Leveraged event organization to liaise with global partners and investors on organizing meetings and discussions on sustainability and innovation projects.

## CAREER HISTORY & ACHIEVEMENTS

**Ministry of Foreign Affairs of Denmark - The Trade Council UAE & Qatar**

**Senior Commercial Advisor** | Jun 2022 – Present

**Commercial Advisor** | Dec 2019 – Jun 2022

**Jr. Commercial Advisor** | Jan 2018 – Dec 2019

Recruited as a Junior Commercial Advisor and promoted progressively to provide advisory services and drive sustainable trade-focused initiatives. Played a pivotal role in enhancing Denmark-UAE trade relations with a focus on green sectors and building strategies for disruption and adoption of innovation.

### Key Highlights:

- **Strategic Initiatives:** Led strategic initiatives projects that reinforced Denmark's diplomatic and trade presence in the UAE, including creation of the Danish Green Build Business Alliance, which became the largest UAE-based Danish sustainability platform with **12** members.
- **Business Development:** Increased sales of green exports by conducting marketing operations and leading business expansions.
- **Sustainability Advocacy:** Drove stakeholders' engagements through discussions, workshops, and meetings to embed innovative sustainability practices into real estate projects.
- **Funding & Partnership:** Secured grants and funding by presenting comprehensive project plans during key forums like COP28 and similar high-visibility platforms.
- **Investor Engagement:** Inspired commercial investments in sustainability by collaborating with NGOs such as Emirates Green Building Council (EGBC) and presenting compelling case studies and impact stories.
- **Program Leadership:** Organized and moderated discussions on key industry topics, including data centers and green technologies, to promote Danish sustainability in GCC markets.

## SIGNATURE SKILLS

Business Engineering  
 IT Integration & Architecture  
 Digital Transformation  
 Technology Implementation  
 Business Strategy Development  
 Digitization  
 Innovation & Entrepreneurship  
 Project Management  
 Trade Relations  
 Cultural Competence  
 Global Market Insight  
 Sustainable Development  
 Ethical & Legal Awareness  
 Green Building  
 Donor Relations  
 Funds & Grants Management  
 Operational Excellence  
 Partnership Development  
 Customer Service  
 Risk Mitigation  
 Budget Planning  
 Resource Allocation  
 Diplomatic Relations  
 Performance Improvement  
 Corporate Communication  
 Stakeholder Engagement  
 Research  
 Training & Development  
 Team Leadership

## LANGUAGES

**English** (Fluent)  
**Arabic** (Professional Proficiency)  
**Danish** (Fluent)  
**French** (Limited Working Proficiency)  
**Swedish & Norwegian** (Basic)

## Novo Nordisk Pharma Gulf

### Thesis Research Sponsor | 2016

Served as Thesis Research Sponsor for a project on TRESIBA. Obtained an outstanding Grade A after conducting thorough and informative research.

#### Key Highlights:

- **Research & Innovation:** Conducted independent study in Egypt with a field visit, suggesting innovative wearable solutions for diabetes.
- **Data Analysis:** Performed comprehensive data analysis and delivered insights to help fight diabetes and overcome serious health and socioeconomic burdens using wearable solutions.

## COLLEGE EXPERIENCE

**Engineering Intern | FLSmidth | Jan 2014 – Jul 2014:** Collaborated with engineering team to design sustainable materials for global B2B cement and mining machinery market.

**Volunteering Swimming Coach | Studenter Settlementets Boldklub (SSB) | Jan 2010 – Jan 2013:** Coached the youth and first-time adult female swimmers at SSB Sport in Copenhagen and assisted in preparing training sessions in DGI Byen.

**Customer Recruitment | Danish Youth Red Cross | Jan 2011 – Dec 2012:** Led innovation and execution of member/sponsor recruitment programs and administrative tasks.

**Customer Consultant | GE Money Bank | Nov 2010 – Jan 2012:** Improved customer satisfaction by negotiating customer solutions and handling client relations with judicial assistance.

## NATIONAL SPEAKING ENGAGEMENTS

**Speaker & Panelist | EmiratesGBC Congress 2024 | Jun 2024**

**Topic:** Panelist on “The Building Breakthrough: Closing onNet Zero”

**Objective:** Discussing achieving net zero in the built environment post-COP28, focusing on innovative approaches and policy formulation.

**Speaker | World Investment Forum Session on Transferred Emissions | Oct 2023**

**Topic:** Addressing Transferred Emissions in Investment Practices.

**Moderator | Green Data Center Seminar | Sep 2023**

**Topic:** GCC Operators Fireside Chat – What’s coming for the DC industry in GCC, and how can Danish sustainability models help?

**Panelist & Moderator | W.Media Cloud and Datacenter Convention 2023 | Oct 2023**

**Topic:** Moderating Panel on the Evolution of Data Center Industry in the Middle East.

**Organizer & Moderator | Webinar with Chartered Institution of Building Services Engineers (CIBSE) UAE | Oct 2022**

**Topic:** “Net Zero Carbon Buildings: Zooming in on Embodied Carbon and Green HVAC Technologies from Denmark”

**Organizer and Master of Ceremony | “Architecting Green Cities of Health & Happiness –a Dream or Reality?” by The Trade Council of Denmark in MENA | Oct 2017**

**Topic:** Nordic and local holistic thinking and practices, featuring solution sessions from Denmark on sustainability and technology.

## REFERENCES

**Astrid Svitser Ching Nielsen | Team Leader - Water & Environment, MENA Region**